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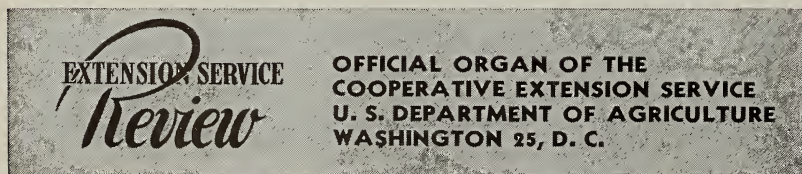
APRIL 1950

EXTENSION SERVICE
Review



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Next Month

● Home Demonstration Week is April 30 to May 6—a time to look backward and forward, a time to evaluate the year's activity and make plans for coming nearer the goal, for "Today's Home Builds Tomorrow's World" is the slogan.

● "Home is where we turn the modern wonders of science into better, healthier, happier living. Home is where we develop future citizens and where we lay the foundation for community and world-wide understanding," asserts President Truman in his message to the women who have taken part in home demonstration work during the past year.

"You who keep and improve those homes have a sacred trust," he continues. "The improved homemaking practices you are adopting and demonstrating to others, as well as your organized discussion of what makes better homes, better family life, better communities, and better understanding of national and world-wide problems, are all part of the high objectives for which we in America are striving."

● Secretary Brannan also has used this occasion to express his interest in home demonstration work. He says: "It is in the home that great achievements in community life, in national life, and in the development of modern civilization itself have their inspiration and their stimulus. So, yours is indeed a challenging responsibility."

"There is no question in my mind but that you are meeting this challenge successfully. Farm homes provide visible evidence of your excellent work. On this occasion, then, I want to express my continued gratification at the strides that you are making."

● Director Wilson thinks of Home Demonstration Week as essentially a tribute to the 400,000 volunteer home demonstration leaders and uses the occasion to pay tribute to them.

● The back cover will be devoted to the UNESCO educational program on Foods and People to be launched at the National Commission meeting on April 14.



(Left to right) Roger Harrison, Mrs. Lucy F. Sheive, and Charles E. Eshbach.

Food Tips to Homemakers Televised

"TELEVISION seems to be the ideal way to present Extension Service material, but it takes a new approach," says Charles E. Eshbach, director of the New England Extension Educational Program in Marketing Information. He gives us a story on the weekly television program on Station WBZ-TV, Boston, that gives food-buying tips to homemakers.

The program is an educational presentation with the subject matter keyed to market conditions of the particular week as well as to the needs of food shoppers in the area. Each program features a review of the best vegetables, fruit, dairy products, and meat buys of the week, with the actual vegetables on view. Mrs. Lucy F. Sheive, home economist of the New England Extension Services' Marketing Information Program, gives suggestions on how to buy a particular food to get the most in quality and dollar value, and demonstrates the uses of a particular food.

After convincing Roger Harrison, WBZ agricultural director, and several members of the WBZ-TV staff that the type of information being disseminated by the marketing information

office would be especially suitable for television, Mr. Eshbach and members of the extension staff prepared two scripts. An audition of one of the scripts was held at 3:15 p. m. on Friday, December 2. The radio and television folks decided to have the same program televised that afternoon during a period usually reserved for test pattern showing, at 4:15.

Since that time this 15-minute show has continued as a sustaining feature each Friday afternoon. To give us an idea of what the programs are, Mr. Eshbach describes the first one.

The setting was a store scene with check-out counter, cash register, scale, coffee grinder, two square vegetable racks, and some food signs and posters on the background wall. The equipment was lent to the station by a store.

The program opened with the pages of a shopping list being lifted, the various pages identifying the program as "The Food Basket," the station as "WBZ-TV on Channel Four," and the day and time as "Friday at 4:15."

Next, the camera showed Roger Harrison, acting as master of ceremonies attired in a store-man's white

coat, in front of a background of stands filled with fresh fruits and vegetables. These were actual products obtained at a Faneuil Hall market and set up like a retail store fruit and vegetable stand. Mr. Harrison explained that this was a program designed to help food shoppers with food buying, to bring them accurate and unbiased information on food supplies, provided by the New England Extension Service Marketing Information Office.

He then reviewed the best food buys on the fruit and vegetable counters for the week-end shopping, as the camera swept down the vegetable counters where squash, cranberries, potatoes, cabbage, spinach, and turnips were displayed on one stand, and three varieties of apples on the second stand.

Then Mr. Harrison asked Mr. Eshbach to report on apples, which was the buy of the week and being given special attention on the program. The ensuing dialog brought out the size of the apple crop, the unusually high quality of the fruit, the great value apples were at current prices, and the different varieties available.

Next Mr. Eshbach took a McIntosh apple from the stand, discussed it with Mr. Harrison, pointing out the shape,

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Health Education Program Becomes Vital Force in Community

FLOYD I. LOWER, County Agent, Columbiana County, Ohio

AN EXAMPLE of what coordinated effort among county leaders can do is found in the rural health program in Columbiana County, Ohio. Here the people truly and definitely determine the activities aimed at improvement of rural health. Some of their work has attracted Nation-wide attention among health leaders.

The program centers in the Columbiana County Rural Health and Safety Council, which is composed of representatives of all organizations, agencies, and groups interested in rural health in the county. It is a policy-making, planning, and coordinating committee. Its work is primarily of an educational nature. The council does not usurp the functions of any member group. In fact, most of the major responsibilities for the program of work are assumed by various member organizations and agencies.

The council came into existence in 1946 in response to an expressed need for health education work. Its purpose was to coordinate the activities of the various member groups in a united effort to solve various rural health problems in the county. It serves as a medium for the people to express their wishes and opinions. It promotes sound health education programs which the people want. It is democracy in action.

Rural people in Columbiana County had been working together on various problems for many years. Township committees which had made a land use study in 1939-40 and which had continued afterwards as rural planning committees studied local needs and problems after the war. They all listed health problems of various kinds. Consequently, a county rural health committee (later known as a

council) was appointed by the County Agricultural Council.

One of the health council's first activities was a county-wide health survey to gather facts to help formulate a program of work. Two suburban areas and one township were not included, and only a partial survey was made in 4 of the 18 townships. In the 13 townships with practically complete surveys, 91 percent of the families were interviewed. The survey included 77 percent of all the people outside of municipalities in the entire county. A total of 317 persons acted as enumerators. They interviewed 4,789 families comprising 16,790 individuals. The work was done voluntarily by the local people and was organized locally by the township rural planning committees.

The questionnaires contained 35 questions pertaining to immunization, certain diseases and defects, water supply, sewage disposal, and other items, with a column for each member of the family. The job was well done by the enumerators. The data were tabulated largely by the County Extension Service with the help of other groups and persons. A committee of the council planned the summary, "You and Your Neighbor," which was printed as Bulletin No. 307 by the State Extension Service and paid for by the Columbiana County Public Health League. The bulletins were distributed to all who were interviewed, largely through the survey enumerators.

The survey showed, among many other things, that only 35 percent of the rural people were immunized against diphtheria, that only one-third of the rural children under 5 years of age were protected against whooping cough; that 1 out of every 75 farm operators now has or has re-

(Continued on page 71)



Rural health is self-help in Columbiana County. Dr. R. M. Dunlap (center) outlines a questionnaire for teachers while County Agent Lower (left) and Lillian Schroeder, executive secretary, County Health Council (right) look on.

Agents Tour Boston Markets

EXTENSION SERVICE agents from nine Massachusetts counties and the State University at Amherst attended the first tour of Boston markets January 18 under the new regional program in marketing information.

Purpose of the tour was to bolster the marketing information work of county agents and State specialists. The event was one of the first joint training projects for agents, both men and women, in Massachusetts extension work.

The tour was directed by Mrs. Lucy F. Sheive, home economist with the Regional Marketing Information Office in Boston, and Ellsworth W. Bell, extension economist at the University of Massachusetts. Mrs. Sheive made local arrangements, and Mr. Bell acted as chairman of the State consumer education committee which developed the tour.

In the party was Frederick E. Cole, specialist in fruit and vegetable marketing. Mr. Cole declared the Extension Service today is specializing more and more on marketing—with emphasis placed on the value of marketing information for consumers.

The Christian Science Monitor had this to say about the tour: "The agents were intent on gaining first-hand information about the problems of marketing and the relationship between producers and consumers."

"They also were out to find more about the growing demand for high-quality produce," the Monitor added, "with the slogan, 'a good buy for her is a good sale for you.'"

An early morning start, 6:30, took the group first to the Fruit and Produce Terminal Market of the New York, New Haven, and Hartford Railroad. James Giller, superintendent of operations since 1927, said the terminal handles 20,000 freight cars annually.



Meat-cutting operations fascinated these agents. (Left to right) Helen Hinman, Hampden County; Marjorie Shaw, Hampshire County; and Frank Davis, Norfolk County.

In the past 22 years Mr. Giller has noted a gradual trend toward smaller packages.

Agents studied the arrival of produce from every corner of the United States: Spinach from the Carolinas, Virginia, and Texas—onions from Michigan, New York, and Minnesota. Tomatoes arrived green from Florida, Texas, and New Mexico. Several agents remarked "How fresh things look on this market."

The next stop was the Boston Fish Pier, the world's largest, with a tour of the filleting and packing plant of a grocery chain. At the Fish Pier delegates saw trawlers frozen solid with ice from Nova Scotia waters, further proof of a fresh catch. From Japan came frozen swordfish, wrapped in silk. Agents learned that Japan supplies about half of the swordfish for United States markets. Shipment charges for huge slabs of uncut frozen swordfish are slight.

A trip through a chain store produce warehouse gave agents a better insight into the two types of produce handling: (1) Methods essential for distribution, (2) those which meet the convenience and whim of the housewife.

Agents made a noon stop at the regional headquarters, 408 Atlantic Avenue, Room 303, Boston 10. The Extension Marketing Information Service was organized under provisions of the Research and Marketing Act of 1946 and promotes marketing

education for consumers, producers, and handlers.

New England has needed this expanded information program for many years, declares Willard A. Munson, Bay State Extension Director. There are about 9,000,000 people in New England in 3,000,000 families. These people buy \$2,000,000,000 worth of food a year, with fruits and vegetables making up a quarter of that total.

Many of these people are inexperienced in buying food, Director Munson adds. Many others would like to spend their food money to better advantage. Supplies, prices, and market conditions are changing constantly. One of the major functions of the new Extension Marketing Information Office is to give these homemakers timely and reliable facts on food buying.

The program is designed to operate in each State and county with agents using information in home demonstration, 4-H, and agricultural projects. Director of the New England regional project is Charles E. Eshbach, and the assistant marketing specialist is William J. Good, Jr.

The day's program ended with an afternoon trip through a meat plant. Home demonstration agents were fascinated by the skill of meat cutters. As these experts took various cuts from hindquarters, one agent termed it "waving a magic wand while the meat fell apart."

What Training Is Needed?

HENRY A. KREBSER, 4-H Club Agent, Litchfield County, Conn.

WHAT DOES it take to become a county extension agent? In many States little more than a degree in agriculture or home economics and a vacancy in some county extension office is required of beginners. But from then on it's a different story! If an agent wants to be happy and satisfied in his job, he needs a sense of preparedness.

From the first day of work the training for the profession of county extension agent begins. In too many instances the extension worker during the first few years in a county has been an apprentice and a professional at the same time. Although "learning by doing" is a basic educational process used in 4-H Club work it becomes a slow process at the expense of taxpayers' money when it is applied as a means of training extension workers. Granting that there are a great many things that an extension worker can learn about his job only after he gets into the county, there are countless things included under techniques and procedures he should have as standard equipment soon after he starts on the job. A planned and balanced schedule of professional improvement activities is the answer.

Let's look at what has been done to give training to county workers. A few colleges offer a bird's-eye course on Extension, usually elective for the undergraduate. From there the range extends to a relatively few States, such as Vermont, which require that extension workers attend summer school every 3 or 4 years. Nearly every State has some plan for sabbatical leave, but a study made by the professional improvement committee of the NACAA revealed only a small percentage took advantage of this leave. Too much emphasis has been put on State extension conferences as a means of training agents. It has been this writer's experience that conferences with specific training were few and far between. Too often for the relatively new worker a typical conference leaves him only baffled and confused. It gives him no new tools to use in his profession. So

I think that conference-type training alone is inadequate.

Then there is the system quite generally used which is "on-the-job training" as an assistant to another extension agent. This has been an effective system, provided a county can support two agents in each of the respective branches. The gravest error made under this plan is to use the 4-H Club program as a training base for adult extension work. As soon as a worker has become proficient in extension methods by working with youth he often becomes an agricultural or home demonstration agent. However, these are two separate jobs. A good club agent may not necessarily become a good adult extension agent. The 4-H Club program has enlarged and expanded through many added activities until as much skill is required in this branch of the Extension Service as in either of the other two. Today a county 4-H leader works side by side with leaders of other youth organizations who are not only specially trained for their work but who regard their work as a profession and a career. If the 4-H organization is to meet the ever greater challenges put before it from year to year, then men and women who receive training in this field must be encouraged to make it a life job.

Cooperative Scholarships

Two years ago a very significant offer from the Horace A. Moses Foundation, Inc., was accepted by the Extension Service and put into operation. This plan offers funds to establish cooperative scholarships for extension summer school attendance. Its specific purpose is "to aid extension youth workers to obtain advanced professional improvement training that will better equip them for a continued service to rural youth." Two scholarships of \$100 each were given to each of the 12 Northeastern States in 1948. In 1949, 11 Western States, Alaska, and Hawaii were added. State extension

directors have designated the university in each area that would offer specific courses to meet the needs of extension workers. Not only did this plan make it financially possible for a number of agents to attend summer school, but the courses that have been offered have attracted a great many more than otherwise would have gone. The directors of the Horace A. Moses Foundation, as well as the extension personnel that cooperated to make this plan possible, should be highly commended for their efforts.

The Professional Improvement Committees of the three national associations of county extension workers are doing an excellent job with surveys and studies on the matter of training. However, these committees cannot proceed beyond resolutions and recommendations. Has not the time come when an over-all committee made up of Federal, State, and county workers in each branch of the service should give a complete study to professional improvement? Such a committee might encourage greater uniformity among States on the professional training required of its extension personnel, as well as the methods used to train them.

The matter of courses in extension work for the undergraduate and advanced degrees for those that return to school for special study merits careful consideration. A national policy with specific objectives for the training of extension workers should result in a greater number of county and State workers returning to summer school. All this can result in better and more effective work in the entire Extension Service.

Food Tips to Homemakers Televised

(Continued from page 59)

size, harvest and market seasons, and color. He also emphasized the things the food shopper should look for to identify this variety in the store. After Mr. Harrison ate several bites of the apple he expressed satisfaction

with the flavor. The same procedure of explanation and description was followed for the Cortland and Baldwin varieties.

Then Mrs. Lucy F. Sheive appeared back of the counter. She demonstrated the most efficient methods of preparing apples for baking; offered information on selection, choice of varieties, and cooking. She showed ways of getting apples ready for baking and indicated some variations in serving them. She had apples already baked and some raw ones. The demonstration was similar to an extension demonstration, but was adapted to the limits imposed by television. Limited amount of movement and a relatively small amount of subject matter are the major differences. Several of the processes necessary in getting baked apples ready were started and continued long enough to get over the point. Attention was transferred to the example of the apple with the particular job all done.

A copy of the Massachusetts Extension Service leaflet on Apple Recipes was shown and offered to those who would write for it. A close-up showed the address, "The Market Basket," WBZ-TV, Boston, Mass.

Mr. Harrison once more mentioned the list of plentiful fruits and vegetables as the camera moved along the stands. He added a comment about eggs being a good buy as he held up a dozen.

After this telecast requests for the apple recipes and comments poured in from Massachusetts, Rhode Island, and New Hampshire. One of the women wrote: "I certainly enjoyed your program yesterday and am looking forward to many more sessions with you. I don't get much time to shop around, having four small children; and your food tips will be invaluable."

Since the first television show in December the programs have included spinach, turnips, the Christmas dinner turkey, squash, broilers and fryers, pork, oranges, and other products.

This television program has attracted so much attention that the Boston personnel demonstrated it in Louisville, Ky., on March 8.

Everybody Was There

"A BETTER Community for Better Living" featured the prize-winning float in a colorful parade viewed by 12,000 persons in spite of chilling winds and a full-scale snow-storm on the streets of Waynesville, N. C., one day last fall. All 23 communities as well as civic groups and business firms prepared floats. This was a feature of the Third Annual Haywood County Tobacco Harvest Festival—"the most successful farm event ever staged in western North Carolina," says County Agent Wayne Corpening. The 5-day festival was

sponsored by the Waynesville Merchants Association, the county extension office and farm groups.

The final night more than 3,000 jammed every nook and corner of the Armory to see 5 expert square-dance teams perform and crown the festival queen. Other features of the program were buck dancing, fiddling, and banjo-picking contests, string-band competition, an all-day tour of Haywood County industries, reports on the community development contest, a union church service, festival ball, football game, and exhibits.



The prize-winning float was from Ratcliffe Cove.



The final event featured square-dancing teams.



The new and the old meet in many Near East communities. Many of the villagers are using oil as fuel for heating and cooking; yet others follow age-old practices of burning dung which they store on top of their houses.

"THE FARMER'S mind is not his eyes" may sound trite, but that was what I was told when I visited the farming village of Marj in the Bekaa Valley of Lebanon last summer. Leaders told me that lectures and talks were not effective there. But demonstrations are effective in bringing new and better practices to this Near East village.

The Near East Foundation, the sponsor of the project, works on the theory that there are two keys to success in its extension program in the rural Near East. The first, a person working on the program in a village must live there; and, second, the program must be built step by step through demonstration.

These two conditions are both operating in Marj. The agricultural agent was on the job to greet us when we arrived and to take us to the building which is the headquarters for the foundation in the village and houses the clinic. From there we toured the village, visiting the clubhouse, the mill, a home, and then saw the farms and a typical pump that gives water for irrigation.

The agricultural agent was taking time out from his own farm duties, for he actually farms with the people. His farm, as he pointed out, is really an experimental plot. On it, he explained, he puts into practice new methods especially adapted to the community. Of course he realizes that practical farmers can't be told how to farm and that changes in

Demonstrating Improved in a Village in Lebanon

MARIE PUHR, Farm Credit Administrator



Power pumps, used to pump water to irrigate the land, are an important factor in increasing production in the Bekaa Valley. This pump supplied most of the water needed for drinking and cooking in the village of Marj.



Farmers in Marj are learning to use the pump from the granary to toss the grain into the job.

farming in an area where practices are established by custom aren't likely to be made quickly. But this is how his program works: In 1948 he used fertilizer on his wheat crop, resulting in a much larger yield than that of other farmers working fields right next to his. These farmers wanted to know about the new magic which upped his yields. He told them, and the next year 75 percent of them were using fertilizer. In the same way, new varieties of seeds from the United States and France, seeds carefully selected for the area, have been introduced.

Much of the fertile land in the Bekaa Valley, once termed "the granary of the Roman Empire," was unproductive from April to October as there is no rain during these months. The agricultural agent was convinced that there was plenty of water if it could be pumped from a stream onto the land. He obtained the backing of a lady of wealth who

was interested in welfare activities. A pump, engine, and other essential equipment were installed. Farmers, seeing the results, then cooperated in forming 20 companies and now water spreads over hundreds of acres of tomatoes, potatoes, onions, and other crops.

A solution of the marketing problem was also found. Perishable products often spoiled before the growers could get them to market. Now a truck picks up products regularly for the entire village three times a week.

I was interested in visiting the clubhouse of the young men's club which is really a Near East 4-H Club. Motives on the walls, when translated into English, were typical of our own 4-H Clubs, in fact, included the 4-H's—heart, health, hands, and head. The club houses a small agricultural library. It promotes projects for helping the people of the village. One very practical project just completed was a new road built by the members

Practices non

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A social and cultural program had to be demonstrated and proved workable before adopting. Movies and plays had never been given in the village. The club decided to give a play as an experiment and met with success. Now movies and plays are a part of village life, and the people

eagerly look forward to them. With 90 percent of the people Moslems, an outgrowth of these plays has been a yearly festival at the Mosque on the birthday of the Prophet.

As I traveled in the Near East countries, I often saw farmers using methods which had come down through the centuries. These make for a low production per man and account for low living standards. When I visited Marj I saw a splendid example of how "know how" from our own country was reaching into the villages of the Near East.

When Faced With the Job of Judging

DO WE ADULTS underrate the judgment of our youth?

Michigan's extension director, C. V. Ballard, fears many of us do and says: "If it's good to train young people to judge pigs and pies, why not people? Certainly, learning to size up our fellow beings becomes a life-long necessity."

And just to prove his theory recently he gave it a try.

Director Ballard was head of the committee that was to select Michigan's top 4-H Club members to represent the State at the National 4-H Club Camp in Washington in June. County and district contests had limited the field down to eight finalists.

These four boys and four girls came to Michigan State College and exhibited their achievement booths so that their 4-H Club accomplishments could be judged. They were seated around the conference table with the judges, who put them at ease with an informal discussion. Director Ballard then explained the basis upon which winners would be selected—achievement, leadership, personality, and knowledge of the broad objectives of 4-H Club work.

Each contestant was given 7 minutes to tell his story. Following each presentation, the group questioned the narrator. After all had finished, those who had, through oversight,

failed to mention certain things were given a chance to supplement their original story.

The spirit of good sportsmanship was evident. On several occasions, one of the contestants would point out some achievement that one of the other members had failed to mention about his club work.

Each was then handed a card and asked to strike out his own name and rate the others in the order in which he thought their record and other qualities should place them. They were told that this was a method of checking their personal judgment of people and should not be treated as a popularity contest. Friendship, they were told, should not influence their decisions.

When their rating cards were gathered, the results of the contestants concurred exactly with the opinion of Director Ballard and the other two judges.

"Perhaps we should do more things like this. These young people have been brought up to judge. After they have some maturity, perhaps it would be well to let them judge a few of our award programs. I'm personally convinced, too, our older and more experienced 4-H Club members are just as good at judging the human species as they are the bovine variety," Director Ballard commented.

from the village to the well from which most people carry water for cooking and drinking. The dirt road made it difficult to make the trip back and forth, especially in the rainy season. This project also demonstrated to the people the practical value of the club.

The Near East Foundation works on all fronts. Its work in Marj includes, besides a general farm improvement program, a health and sanitation program and a social and cultural program. Its health and sanitation work, by bringing in some "know how" in common use in other countries, cut the malaria rate from 95 percent to 5 percent, simply by spraying ditches and homes with DDT.

Second, it convinced the people of the village of the need for a group health plan. The only doctor was 12 miles away; it was costly to have him come. The health plan provides medical service at a very nominal fee, less than \$5 a year for a family of five.



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When Faced With the Job of Judging

DO WE ADULTS underrate the judgment of our youth?

Michigan's extension director, C. V. Ballard, fears many of us do and says: "If it's good to train young people to judge pigs and pies, why not people? Certainly, learning to size up our fellow beings becomes a life-long necessity."

And just to prove his theory recently he gave it a try.

Director Ballard was head of the committee that was to select Michigan's top 4-H Club members to represent the State at the National 4-H Club Camp in Washington in June. County and district contests had limited the field down to eight finalists.

These four boys and four girls came to Michigan State College and exhibited their achievement booths so that their 4-H Club accomplishments could be judged. They were seated around the conference table with the judges, who put them at ease with an informal discussion. Director Ballard then explained the basis upon which winners would be selected—achievement, leadership, personality, and knowledge of the broad objectives of 4-H Club work.

Each contestant was given 7 minutes to tell his story. Following each presentation, the group questioned the narrator. After all had finished, those who had, through oversight,

failed to mention certain things were given a chance to supplement their original story.

The spirit of good sportsmanship was evident. On several occasions, one of the contestants would point out some achievement that one of the other members had failed to mention about his club work.

Each was then handed a card and asked to strike out his own name and rate the others in the order in which he thought their record and other qualities should place them. They were told that this was a method of checking their personal judgment of people and should not be treated as a popularity contest. Friendship, they were told, should not influence their decisions.

When their rating cards were gathered, the results of the contestants concurred exactly with the opinion of Director Ballard and the other two judges.

"Perhaps we should do more things like this. These young people have been brought up to judge. After they have some maturity, perhaps it would be well to let them judge a few of our award programs. I'm personally convinced, too, our older and more experienced 4-H Club members are just as good at judging the human species as they are the bovine variety," Director Ballard commented.



**MARY B. WOOD, Extension Home Economist in
Marketing, New York**

IN THE LATE summer of 1949 city folks in Erie County, N. Y., were overlooking some good buys in fresh, locally grown foods. And potato, vegetable, and poultry growers were concerned. They believed that both housewife and producer would benefit if somehow a greater demand for seasonal products could be created. They took their problem to the local agricultural and home demonstration agents.

Together, the growers and agents worked out the plan which became the Food Forum held in the Memorial Auditorium in Buffalo during the afternoon and evening of November 17.

Between 500 and 600 men and women attended each session. Exhibits included fresh vegetables in season—Chinese cabbage, several varieties of squash, several kinds of cabbage, beets, turnips, carrots, greens including packaged greens, kale, and spinach, leaf lettuce and curly endive—and table decorations of fall vegetables, arranged by the garden clubs.

Three grades of turkey, side by side, and different kinds of chicken—fowl, fryers, broilers, and roasters—were displayed by the poultry growers. The grading of eggs and eggs of different sizes were shown by the State Bureau of Markets.

The difference between fryers, broilers, roasters, fowls, and capons was explained by L. M. Hurd of the Poultry Department at Cornell University. He showed how to pick out a bird with a broad breast by just spanning the

breast of turkey with his thumb and forefingers.

Some practical tips on potatoes were given by E. V. Hardenburg of the Vegetable Crop Department. Not more than two damaged potatoes ought to be in a 15-pound bag of U. S. No. 1, said Mr. Hardenburg. To keep potatoes from darkening, he suggested adding citric acid to the cooking water, soaking them overnight, or letting them stand in a warm place for about a day before using them. He also gave some simple tests for good baking potatoes.

Mr. Warren Trask of the State Department of Agriculture and Markets called attention to the exhibit on eggs and explained the grading of eggs. C. G. Garman of the Agricultural Economics Department at Cornell University illustrated his talk with charts showing the difference between farm and retail prices and the cost of marketing.

I pointed out that during the fall many fresh vegetables cost less than canned or frozen. The many different varieties of squashes and greens then in good supply locally were used to illustrate the point. Appetizing ways of preparing them were also suggested.

After each talk, drawings for door prizes were held. Don Huckle, WGR farm broadcaster, acted as master of ceremonies. Prizes included dressed chicken, turkey, eggs, potatoes, and baskets of assorted vegetables.

The audience was attentive throughout the afternoon and eve-

ning sessions. During intermissions, they viewed the exhibits and asked many questions of exhibit attendants.

The success of the forum was due to careful planning and good cooperation. When I visited the county in September and again in October we went over the plans carefully, discussing such things as the purpose of the meeting, contacts with the press, radio and local organizations, and tentative program ideas. The county and city home demonstration agents, Mrs. Katherine Britt and Mrs. Mary Switzer, consulted with such organizations as the Red Cross, Buffalo State Teachers College, Federated Garden Clubs, Federated Women's Clubs, and PTA. Members of all of these groups made suggestions for talks and planned exhibits. Hostesses from each organization helped to greet the people and distributed programs at the forum.

The previous year's experience with a consumers' meeting in Buffalo planned by the poultry growers and the extension staff laid the foundation for the Food Forum. Fruit growers also attended this year's meeting and are looking forward to taking part in a similar program next year.

Study of Summer Schools

The Professional Improvement Committee of the National Association of County Agricultural Agents began a study this year to determine attitudes, limitations, and State, county, and institutional regulations and policies that influence summer school attendance.

The results will be made available to the Sub Committee on Personnel Training of the Land-Grant College Committee on Organization and Policy, the Professional Improvement Committees of State County Agents' Associations, U. S. D. A. Extension Service, and Epsilon Sigma Phi.

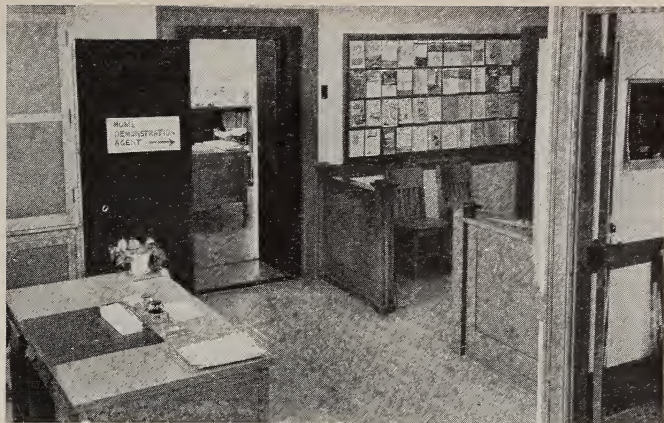
● **AGRICULTURAL ECONOMIST**
R. H. BAUMAN of Indiana has been granted a year's leave of absence to join the special Economic Cooperation Administration mission at Dublin, Ireland. He and his family sailed from New York early in February.

Let's Plan Our Office Space

Second in a Series on the County Extension Office

KARL KNAUS

Field Agent, Central States



County extension agents in Ozaukee County, Wis., planned this arrangement for convenience and efficiency.

ONE of the biggest problems of the Extension Service right now is adequate space. This is one problem you can do something about.

County extension offices now have an average of about five workers—three agents and two clerks. Many counties have five or six agents and three to five clerks and secretaries. A few have many more. As the number of extension agents has increased, office space available for their use has become woefully inadequate.

While the number of county extension employees has been increasing, there has been an increase in the number of other public agencies working with agricultural problems. As being close together very greatly facilitates cooperation among personnel, as well as among agencies working on common problems, there is an increasing interest in having several agricultural agencies housed in the same building. T. Swann Harding has described how this is being done in New York and South Carolina in the last two issues of the REVIEW.

These agricultural centers indicate a trend in the right direction, but the fact remains that most of the county extension offices will need to make their improvements by better use of space already available.

In many instances the efficiency of the agents can be very greatly increased, morale improved, and the service to the people of the county made more satisfactory through adjustments in the present office arrangement.

In order to arrive at some stand-

ards for county extension offices, the United States Department of Agriculture made a survey of offices in several Maryland counties a few years ago. These investigators found that private offices for agricultural and home demonstration agents were needed because of the personal nature of many of their conferences with farm people. They recommended that office space for assistant agents be provided at the rate of about 100 square feet per worker.

They further suggest the general office for the secretaries might also serve as a reception room and provide space for a bulletin display case, four to six filing cabinets, and a storage cabinet. But another room was needed to store extra bulletins, inactive records, demonstration equipment, folding chairs, and other equipment and supplies, and to provide space for the operation of duplicating and addressing equipment.

A meeting room for groups of 20 to 50 people for night meetings and a small conference room for daytime use of the many committees and small conferences seemed desirable. Special laboratories for testing soil, testing milk, and for use as demonstration kitchens might be justified by local needs and programs.

To find out how the office meets current extension needs, here are some questions which agents might ask themselves at next Monday morning's office conference:

1. Is the office neat and orderly?
2. Are window sills, files, desks, and tables free from dust and disorderly

piles of papers, books, or other materials?

3. Is there adequate equipment for filing or storage so that workers can maintain orderly appearance of their desks?

4. Are aisles and desks arranged so that space is not wasted?

5. Are the desks and offices of persons who receive the most calls located nearer the entrance?

6. Are desks and private offices properly labeled as a guide to visitors?

7. Are desks faced so that light is not cut off from working space or machines? Are workers required to face bright windows?

8. Are files, cabinets, telephones, office machines, and working materials located for convenience and ready access of those who use them?

9. Are files and other equipment, especially equipment above desk height, so located that they do not shut off natural or artificial light from working surfaces or interfere with ventilation?

10. Is the number of private offices reduced to a minimum?

Study of these questions and others which will occur to you will suggest some of the principles involved in rearranging old offices or in planning new ones. For example, utilize one large area in preference to equivalent area in small parcels to permit better light, ventilation, supervision, and communication. Promote a feeling of equality among workers as well as better appearance of the office by

(Continued on page 71)

Science Flashes



What's in the offing on scientific research, as seen by Ernest G. Moore
Agricultural Research Administration



Have a Rice Curl

Rice curls, to go with your salad, beverage, or appetizer, is a new snack food just developed at the Western Regional Research Laboratory. The crisp, golden-brown curls are delicious in flavor and store and handle well. They can be made inexpensively from broken grains of rice. These rice curls are simple to make commercially, say the laboratory food technologists. Ground rice is mixed with hot water to form a paste, which is forced through small, round openings in standard equipment. The resulting "curls" are then cut to about 3-inch lengths, fried in vegetable oil, salted, and packaged. Another new outlet for the Nation's rice crop!

New Hardy Azaleas

Twenty-three thousand new azaleas left the U. S. D. A. plant production garden at Glenn Dale, Md., last year for trial by outside propagators. They represent new hardy types for outdoor planting in the Middle Atlantic States.

All are evergreen or semievergreen, many with flowers larger than the tender azaleas of southern gardens and many that bloom earlier and later than the old varieties.

Today's Chicks

"Today's Chicks" is the title of a new color-sound movie just released by the ARA through the Motion Picture Service to cooperating film libraries. This two-reel film, featuring the National Poultry Improvement Plan, shows how to produce quality chicks by adopting better practices all along the line. The hero is a typical hatcheryman who, with the cooperation of flock owners, specialized poultry breeders, and NPIP supervisors, builds a program that results in better chicks. Scenes include selecting breeders, testing them for pullorum disease, sanitation practices, and the production of pedigreed breeding stock. This movie crystallizes the objectives of the NPIP, a Nation-wide program to increase the income of poultry farmers and to give consumers better quality poultry products.

Mechanizing the Peanut Crop

Peanuts can be picked from green vines with machinery and dried—which suggests complete mechanization of the peanut harvest and a consequent saving of 60 to 80 percent of the labor required by the hand-and-mule-power method. Cooperative tests in Alabama, Georgia, and Virginia showed that peanuts cured in the windrow to 15 percent moisture under favorable conditions could be combined and put directly into storage. Under less favorable weather conditions they can be picked at higher moisture content and dried mechanically. This work is still going on with various experimental peanut combines and peanut-harvester-shakers being tried out.

Good Breakfast—Peppy Afternoon

A good lunch won't make up for a poor breakfast, say our nutrition chemists. They studied breakfasts for 2 years by serving eight different menus to a group of adult women. The menus ranged from a cup of black coffee to a hearty meal that included eggs and bacon. The "human guinea pigs" consistently reported a sense of well-being when the breakfast contained large amounts of protein. And their feelings agreed with the record of their blood-sugar level—physiological indicator of the body's response to different meals, used in the study. Furthermore, they still felt peppy in the afternoon after eating a light lunch of a sandwich and coffee. On the other hand, those that ate low-protein breakfasts did not gain the sense of well-being even though they ate a high-protein lunch. It begins to look as if it is not only important that we eat the right food but that we eat it at the right time.

A Stitch in Time

When rust was discovered on Dakota flax in 1948 it might have been a cause for serious alarm. Dakota flax had been thought to be immune to rust races in the North Central States. Although the disease was light in most fields, the potential threat to Dakota, the most popular flax variety grown in the area, was obvious. Fortunately, our flax-research men have used other strains in breeding new flax varieties and have come up with several new varieties having resistance to the new rust. Seed supplies of some of these new strains are being increased, so before this new rust race becomes too destructive flax growers will switch to the new varieties.

Do you know...

REXFORD E. CARTER,
County Agent of Fayette
County, Pa.

A GENT CARTER is this year's president of the National Association of County Agricultural Agents. He is a native of Susquehanna County, Pa., where he grew up on a dairy farm. Graduating from the Montrose high school, he spent the year in DHIA work and then entered the Pennsylvania State College where he majored in dairy husbandry and was graduated in 1930. He served as herdsman for Douglaston Manor Farm and entered agricultural extension work in November 1930.

He served as acting county agent of Indiana and Lycoming Counties while the respective county agents were on leave and assisted in the extension editorial office. In February 1934 he became county agent of Fayette County.

Under his leadership, Fayette County has a well-rounded program of soil management, including pasture improvement, contour strip cropping, erosion control, water conservation, farm pond building, and drainage.

Better Livestock

Livestock improvement is another major part of the county extension program. There are 38 herds and 2 full-time testers in DHIA work. Purebred dairy herds have increased to about 50, mostly Holstein. From 1 purebred and a few commercial herds the beef cattle enterprise has increased to about a dozen herds of each.

Mr. Carter has been active in the Western Pennsylvania Artificial Breeding Cooperative as well as the county unit. He has served on the sire selection committee as well as other assignments, including help in editing the association *BULLETIN* for more than 2 years.

Wherever possible he has helped farmers to obtain foundation females for herd improvement and where desired has assisted in establishing pure-



Rexford E. Carter

bred herds and flocks. He has aided in getting 200 purebred Holsteins for better dairy herds.

He works with a small but active group of fruit and vegetable growers and has helped organize two curb markets, a county vegetable growers' association and a county turkey growers' association.

About 200 boys and girls are enrolled in the 4-H agricultural clubs, mainly in livestock and vegetable projects.

Carter is a tireless worker. While in college he worked in the dairy barn 3 years, washed dishes and did other jobs to pay his way. Yet he found time to be managing editor of the Penn State Farmer and to serve on the dairy cattle judging team, the college yearbook staff, and as president of his fraternity, Sigma Phi Alpha.

Despite his busy life, Carter has carried his share of community activities. He is a member of the Uniontown Rotary Club and chairman of its agricultural committee, on the board of directors of the city chamber of commerce for 10 years, served 3 years as subordinate grange master, and has assisted with community drives. For some time he taught a class of boys in Sunday school.

In organized county agent work, Carter has been secretary-treasurer and president of the Pennsylvania County Agents' Association. Last year he was vice president of the National Association, and previously he had been chairman of the public relations committee, the vo-ag committee, and the farm credit committee.

MARY M. LEAMING, Home
Demonstration Agent of
Camden County, N. J.

A NEW JERSEY home agent, Mary M. Leaming of Camden County, was one of 10 of the Nation's leading women food editors and radio broadcasters honored by the Grocery Manufacturers of America at its annual meeting at the Waldorf-Astoria Hotel in New York City, November 14.

A committee of judges from colleges and national publications made the selections on the basis of achievement in telling the story of food supply to readers and listeners.

Miss Leaming, who has a weekly program on Station WKDN, Camden, entitled "Mary's Market Basket," won first honorable mention in the radio class.

Ranulf Compton, president of the South Jersey Broadcasting Company which operates WKDN, declared in a letter to Dean W. H. Martin of Rutgers University: "This station is proud of Miss Leaming personally and much pleased with the recognition it brings our station. We feel sure you will also be pleased. Her award was based on six scripts and a transcription made at the time of broadcasting. As she was in competition with full-time professional people, we feel particularly pleased."

• DEAN JOHN A. HILL of the College of Agriculture, University of Wyoming, was the honored guest at the annual banquet of the American Society of Animal Production and of the Saddle and Sirloin Club held in Chicago in November. More than 200 educators in the field of animal husbandry were present as praise was heaped upon the "outstanding livestock man in the United States for 1949."

• DIRECTOR CARL FRISCHKNECHT of Utah was a visitor to U. S. D. A. Extension headquarters recently. Director Frischknecht was making a tour of the East with a group of lamb feeders.

Barberry Eradication *Pays Its Way*



Dr. R. S. Kirby, Pennsylvania Extension Pathologist, goes to the field to discuss problems with the farmers. Here he is telling Crawford County farmers about the rust-spreading barberry. County Agent R. F. Mollenauer, standing at left, made all the arrangements and acted as chairman.



Crawford County farmer Clifford Hunter tells his neighbors about his experience with the barberry and stem rust. Kirby gets good local paper coverage of his meetings by providing editors undeveloped exclusive negatives of photographs along with the story.

FARMERS in northern Pennsylvania learned about the rust-spreading barberry bush the hard way; but the important thing is that they learned about it, and today that plant pest is on its way out.

Repeated rust losses year after year took a toll of the oat crop in the northern Pennsylvania counties. So great were the losses some years that the oats were used only for pasture. So great were the losses in some communities that the farmers went out of oat production entirely and turned to more profitable crops.

The barberry was the cause, and most of the farmers knew it, but there were so many bushes—in the pastures, in the wood lots, along the fences; wherever there was grain there seemed to be barberry bushes nearby. It was too big a job for the individual farmers to take the barberries out, so the bushes continued to increase in numbers and spread to new localities.

The condition could not have been more ideal for the development and spread of the rust disease. Pennsylvania weather generally favors rust development, the barberries were there, and the small grain was there. It was a vicious cycle—from barberry to grain, from grain to grain, and back to the barberry. Something had to be done, and the Extension Service was the agency to get it started. To Extension Pathologist R. S. Kirby goes much of the credit. Kirby saw the problem and knew how it could be licked. It wasn't long before the Federal and State governments were in there taking out the barberry. That was back in 1935, and today the Pennsylvania project is a progressive, co-operative enterprise. The Federal, State, and county governments are financing the eradication program. County agricultural agents and Smith-Hughes teachers give generously of their time to the educational phase of the program, and the farmers themselves work at it.

And the effort has not been in vain. Farmers are again growing small grain—yes, growing it at a profit instead of a loss. Data taken from 165 northern Pennsylvania farms show that oat yields are 123 percent larger since the barberry bushes have been destroyed. An average of 21

bushels more per acre each year has put oat production back on the profitable side of the ledger. This in turn has meant more profit to the all-important dairy industry.

Pennsylvania oat growers are not alone in deriving benefits from the control program. In certain parts of south central Pennsylvania, where thousands of barberry bushes have been destroyed, stem-rust losses in the wheat crop are on a downward trend. High yields and better test weight are now the rule rather than the exception.

The benefits for barberry eradication following the initial work are short-lived unless the rework is done on time. New bushes develop from seed that had spread from the original bushes. These seeds may lie in the soil for as many as 12 years and develop into bushes at the end of that

time. These new plants must be destroyed to prevent the recurrence of rust losses and the reinfestation of worked territory. Rust losses to the wheat crop in York and Adams Counties in 1946, aggregating 200,000 bushels, were directly attributable to barberry bushes which had come in following the initial work and which had not been destroyed because the facilities were not available to do the job.

Barberry eradication in Pennsylvania is part of a Federal-State co-operative stem-rust-control program in force in 18 States. The leadership and technical direction of project activities is provided by the U. S. Department of Agriculture's Bureau of Entomology and Plant Quarantine. The operations are done with funds provided by State, Federal, and local agencies.

Health Education Program

(Continued from page 60)

cently had undulant fever, and that 122 rural children under 15 years of age were in urgent need of eyeglasses.

The County Rural Health Council made a number of recommendations and adopted a long-range program of work in which various member organizations and agencies were assigned major responsibilities in line with their special interests and abilities. These were included in the bulletin, "You and Your Neighbor." The survey aroused much interest in health problems and in itself served as a means of health education.

The rural health program in the county covers far more than just the survey. Member organizations and agencies have definitely undertaken certain phases of health education work. For example, safety work has been added to the council's duties. A county-wide school health education program is in the making. A plan to eliminate brucellosis in cattle is under way. A county levy has been renewed to fight tuberculosis. New sanitary ordinances have been adopted by the county health department.

On December 3, 1949, the first county-wide rural health conference in Ohio was held in Columbiana

County. It was sponsored jointly by the county medical society, the county dental society, and the county rural health council. The theme for the conference was "Environmental Sanitation."

Brief one-page health news letters sponsored by the county rural health council are being sent monthly to about 1,000 rural leaders of the county. One of the most encouraging factors in the situation is a general realization by all the health leaders that the problem is primarily one of education.

The Cooperative Extension Service of the county has taken an active part in leading and guiding the health activities of the council. It played a major role in organization of the health program. General supervision of the survey and of tabulating of the report was given by the county extension service staff. S. O. Miliken, State extension health specialist, and Raymond F. Lenart, health education consultant of the State Department of Health, gave help and guidance. Health education is considered by the county extension workers as being of major importance.

Let's Plan Our Office Space

(Continued from page 67)

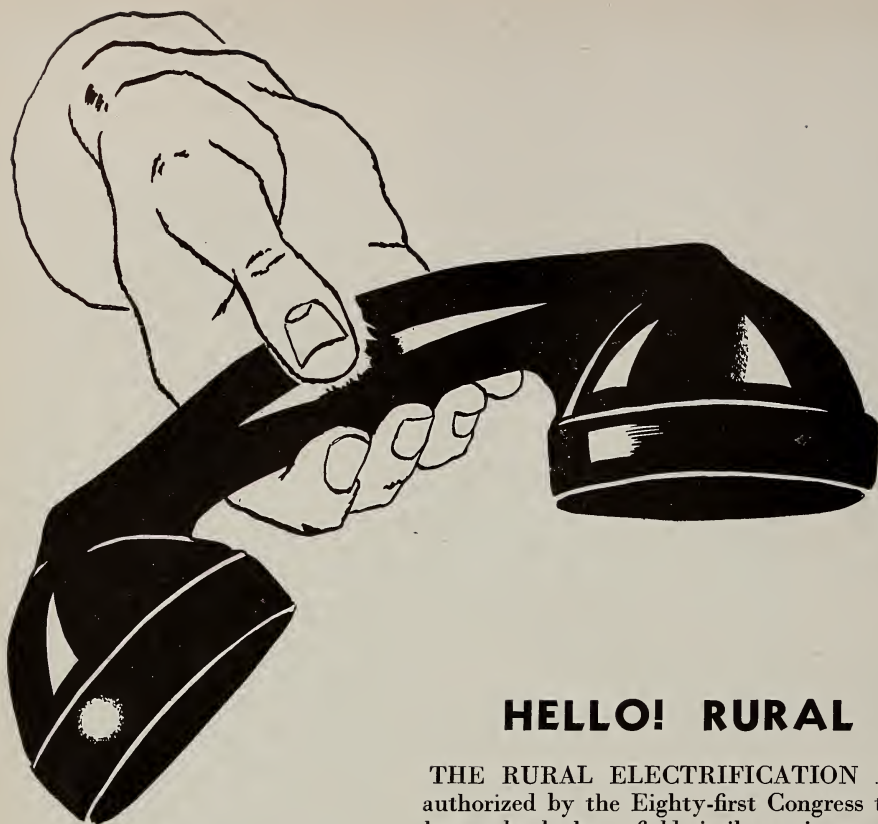
using uniform-size desks; arrange desks so that ample natural light comes over the left shoulder of right-handed workers, place files and frequently used equipment near the workers who use them; place desks so employees in general office face the same direction; provide convenient and adequate rest-room facilities.

A good way to start to improve your office lay-out is by making a scale drawing of the area you have, indicating the main traffic movements through the office. Study and analyze the work to be done in each area and the equipment needed. Make templates of all equipment to same scale as the drawing and mark them so you can remember what they are. Shift these around and talk it over with the people who have to use the equipment.

There are some pitfalls which occur so often that you might be on the lookout for them. For example, allocating space for private offices, conference rooms, or laboratories which might better be used in some other way. Remember, county agents spend less than one-half of their time in their offices. Sometimes space is provided for storing records which could just as well be put in some out-of-the-way space, or better still, be done away with. Too many partitions have sometimes interfered with the light and air available to the workers.

Do not overlook the help experienced supervisors can give in assisting the county staff to improve their offices. In addition to the opportunity to gather ideas from many offices, they have available a set of templates which can be very useful in making trial arrangements. They, like all the rest of us, are concerned that each office render the best possible service to farm people.

● DR. MILTON S. EISENHOWER, president of Kansas State College since 1943, has been named president of Pennsylvania State College. He will take up his new duties at Penn State about July 1.



HELLO! RURAL AMERICA!

THE RURAL ELECTRIFICATION ADMINISTRATION was authorized by the Eighty-first Congress to undertake a program in the rural telephone field similar to its rural electrification loan program. Here are some highlights for Extension workers who want to help farmers get telephones through the new program.

Rural telephone loans may be made:

FOR "financing the improvement, expansion, construction, acquisition, and operation of telephone lines, facilities, or systems to furnish and improve telephone service in rural areas."

TO "persons now providing or who may hereafter provide telephone service in rural areas and to cooperative, nonprofit, limited dividend, or mutual associations." Existing systems, both commercial and nonprofit, and new cooperative, nonprofit, or limited dividend associations are given preference in receiving loans. Loans will not be made to individual subscribers.

IF certain basic conditions are met: (1) That the loans will result in "adequate telephone service to the widest practicable number of rural users of such service." This is the area coverage principle of REA. (2) That adequate security is provided and assurance given that the loan will be repaid with interest within the specified time. Normally borrowers will be required to provide equity supplementing the loan, ranging from 10 to 50 percent or more of the total value of the borrower's system, including facilities financed by REA loan.

MATERIALS AVAILABLE on request from the Extension Service or from REA, Washington 25, D. C.:
"The Rural Telephone Loan Program," which explains standards and general requirements for prospective borrowers.

"Pre-Loan Procedure for Rural Telephone Cooperatives," which explains what new groups should do where there is no existing company willing or able to provide adequate service. Contains Rural Electrification Act, as amended, and sample loan application form.

As additional material becomes available, Extension workers will be notified.